

Professional Services Schedule (PSS)

GSA Federal Supply Schedule

Contract Number GS-10F-0093P

Watershed Associates, Inc.

PRICE LIST



Capturing Value
Negotiations
Relationships Trust

Federal Supply Service
Authorized Federal Supply
SCHEDULE PRICE LIST

Professional Services Schedule (PSS)

Contract Number GS-10F-0093P

Business Size: Small, **Women Owned**

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Watershed Associates, Inc.
3430 Connecticut Ave., NW
Suite 11080
Washington, DC 20008
USA

1.202.244.9220

www.WatershedAssociates.com

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Best Negotiating Practices®

Watershed Associates: Company Overview and Capabilities

GSA Schedule Advantages

The Watershed GSA PSS (Professional Services Schedule) schedule is a streamlined procurement vehicle available to federal agencies, DoD and other organizations for obtaining services and products from pre-qualified vendors. GSA has completed the federally mandated contracting requirements—competition, pricing, small business and other contracting evaluations—normally required prior to obtaining services. Prices have been determined by GSA to be fair and reasonable.

Benefits to the Federal Customer

GSA PSS gives federal agencies a fast way to get work done. It:

- Provides rapid procurement of best value services.
- Complies with the Federal Acquisition Streamlining Act and CICA.
- Eliminates the need for CBD postings and advertising of task orders..
- Establishes direct relationships between customer and contractor.
- Removes maximum order limitations.
- Allows blanket purchase agreements, teaming and prime/sub arrangements.



wa·ter·shed (noun) A critical point, event, or activity that marks a division or a change of course; a turning point.

Based in Washington, D.C., Watershed Associates, Inc. provides consultative training in negotiations worldwide with its program in *Best Negotiating Practices*®. Consultative training blends traditional consulting assessment and advice with delivery of dynamic and results-oriented group training.

Much more than a training provider, Watershed Associates is distinguished by its range of negotiation expertise and how we deliver our services. Since 1993 Watershed Associates has provided negotiations training for procurement, project management, sales, operations, lawyers and other professionals throughout a multitude of industries. We have delivered thousands of interactive workshops, speeches and consulting services in over 35 countries to hundreds of organizations, from the *Fortune Global 500* to start-ups, from government agencies to associations and nonprofits/NGOs.

The people behind the *Best Negotiating Practices*® Program

Watershed Associates is a team of negotiation experts with home base in Washington, DC. Our program developers represent a comprehensive blend of seasoned business executives, trainers, attorneys, story-tellers, and theorists. We regularly refine our program based on client feedback and the latest in negotiation theory to provide the most practical help to your negotiators.

Watershed Associates builds relationships with clients the same way we help clients build relationships with vendors, partners, customers, and all business connections—with integrity and substance. To help you exceed your organizational goals, we profoundly impact every participant's professional and personal life in such a way that they create their own *watershed*.



What sets Watershed and its *Best Negotiating Practices®* Program apart

Experience: Our consultants know negotiating process and theory inside-out because they have practiced it in business for decades, and still do. And only the negotiation experts who have a talent for training, facilitating and an understanding of adult learning make it onto the Watershed Associates team.

Tailored delivery: We learn your industry and agency. We develop custom role plays just for your organization. We lead participants in small group exercises, role-plays and debriefs of popular film clips that address your unique negotiation challenges.

Advice service: Consultative training means that we consult with you before, during and after the workshop:

- **Before for the training,** we advise you on better strategies and processes for your negotiators;
- **During the training,** we advise participants on more targeted approaches to their top-of-mind challenges; and
- **After the training,** we provide continuing assistance with our *Need Help Now* web-based advice service and our *Negotiation Training ROI Toolkit*, activities that increase retention and application to the job.

Watershed knows how to work with the U.S. Government. For over ten years, Government agencies and DoD have selected Watershed for negotiation training. Here's the reasons we hear most:

- The workshop is tailored to match your negotiating environment, whether it's for NASA project managers or DOJ attorneys, whether its military procurement or field, whether the challenges are internal or external — the learning applies to the job.
- Workshop participants change their behaviors and improve their negotiating performance as a result of guided practice in the workshop and support on the job.
- Watershed is easy to work with and provides the tools for smooth preparation, delivery and follow-up.

// **Very dynamic and very knowledgeable...the trainer also does his homework in preparing for his audience** //

— NASA Program Director

A Sampling of Watershed's Clients

AARP
Alcoa
Abbott
Albertsons
Chevron
Clark Construction Group
Delta Faucet
Depository Trust & Clearing Corp
Deutsche Bank
Estee Lauder
Food and Drug Administration
Federal Elections Commission
Gap, Inc.
Halliburton
Hewlett-Packard Company
Howard University
International Monetary Fund
KIND Snacks
Johnson & Johnson
Marriott International
McKinsey & Company, Inc.
Merck
Microsoft Corporation
NASA
National Association of Purchasing Managers
National Institute of Standards and Technology (NIST)
Nationwide Financial
Nasdaq
Newell Rubbermaid
Northrop Grumman
Novartis
Novo Nordisk
PepsiCo International
Raytheon Company
Rockwell Collins
Safeway
SAP
Sylvania
University of Maryland
U.S. Army
U.S. Department of Justice
U.S. Navy
U.S. Treasury

Experience. Tailored delivery. Advice service.

Description of Services

Negotiation Philosophy

Watershed advocates collaborative, interest-based negotiations, often referred to as win-win negotiations. By demonstration, practice and learning in a setting tailored to participants' unique negotiating environment, the *Best Negotiating Practices*® program emerges from a fundamental proposition:

Only people negotiate

People, not governments, agencies or corporations, engage in negotiating behaviors, strategies and tactics.

To negotiate effectively, people must be willing to share their underlying interests.

There must exist a level of trust between the negotiators for interests to be shared.

Trust can be built through the use of best practices and effective strategies.

People extend the most consideration to people they respect and trust.

Workshop participants experience a common-sense framework for negotiating that guides them through process and strategies in five phases: preparation, information exchange, bargaining, concluding agreements, and execution. Participants learn the interrelation between the five phases as well, assuring that the negotiation results in more than a

beneficial agreement, but also one where compliance and performance are most likely.

Our framework is supported by our *Best Negotiating Practices*®, a set of skills, behaviors and strategies participants need to improve performance.

Training Methodology

Skill building – participants practice skills and change behaviors. We take the latest in negotiation theory and turn it into practical strategies that participants can use.

Interactive – participant-centered workshops that address the way adults learn. Participants engage in small and large group exercises that enable them to learn from the shared experiences of their colleagues and with constant guidance from the workshop facilitator.

Tailored – workshops that address your unique negotiating environment. No two workshops are alike as we interview your team members and tailor the examples, role plays and agendas to match your industry and challenges.

Client Support

Watershed knows that training delivery is only half of the work in preparing a learning environment for your participants and assessing its alignment with your organizational goals.

We support management and the training buyer:

- **Preparation Checklist** – a handy checklist that reviews all the items that need attention prior to the workshop to ensure an optimal learning environment for the workshop participants and a hassle free experience for the training buyer.
- **Workshop flexibility** – alignment with your business and logistical needs, workshops are offered in a variety of lengths.
- **Evaluation Summary Report** – a streamlined report to you after the workshop that summarizes the feedback from participants with useful statistics for your training assessment.

**Deliberate use of
Best Negotiating Practices®
produces predictable,
repeatable results.**



Procurement COs COTRs/CORs Project and Program Managers Lawyers Leaders
Regulators Policy makers Commanders Chiefs Officers Engineers Scientists
General management Human Resources Researchers Analysts

Workshop Participants

Professionals throughout government benefit from *Best Negotiating Practices*® workshops the same as their industry colleagues in the commercial sector.

Workshops are tailored to address participants' negotiating environment:

- With vendors to improve contract terms, change orders and performance
- Between partnering organizations over shared responsibilities
- To resolve stakeholder and constituent issues
- For scarce resources to accomplish projects on time and under budget
- In discovery, enforcement, resolution and settlement of legal matters
- With staff and management to enhance performance and operations

We help your team move
from fundamental understanding,
to proficiency,
to mastery
in negotiations.

Hallmark components of the *Best Negotiating Practices*® program enhance retention and application of skills to the job:

Exercises

- Role plays** – simplified role plays that provide understanding of trust, skill practice, and build confidence to develop creative concessions, and more complex role plays tailored to the client's negotiating environment and challenges
- Movie clips** – view and debrief of licensed movie clips from popular films with powerful negotiation scenes that drive a lesson in a memorable way
- Recaptured learnings** – small and large group exercises where participants reflect, share and apply learnings to their job negotiation challenges
- Goal setting** – exercises that explore strengths and target performance improvement

Tools

- Negotiator's Reference Guide** – comprehensive content rich *Guide* that follows the workshop and serves as a valuable resource for on-the-job negotiations. Also available online with a friendly mobile Interface.
- Additional job aids** – Tools for daily use and referral of *Best Negotiating Practices*®
- Negotiation Training ROI Toolkit** – activities for managers to lead in the months following the workshop that double retention and ensure application on the job,
- Need Help Now advice service** – 3 months of access by participants via Watershed's web site to expert advice on their negotiations returned by phone or email within 48 hours.

//The instructor's open, engaging, and straightforward approach with the participants in our one-day workshops was very well received and beneficial. The basics were emphasized and the key elements of preparation, communications, and relationship building were illustrated memorably using tailored role playing scenarios. On a scale of one to ten, Watershed Associates and the instructor rate an eleven!//

—International Monetary Fund Chiefs of General Services and Procurement

Program Content

Courses available in One-day and Two-day formats, and shorter web and conference sessions.
Sample agendas available on request.

Best Negotiating Practices® **Building Relationships and Trust**

Participants are introduced to a framework for negotiating. They overcome any reluctance to negotiate as they engage in exercises and role plays that demonstrate how to solve a party's interests rather than confront their position, and how to engage in bargaining that achieves creative solutions.

Key modules are bargaining, preparation, and information exchange and validation, with a focus on the most critical *Best Negotiating Practices®*. Participants are guided in their practice of planning, probing, and development of creative concessions.

Optional modules

Email and Phone Negotiations
Sole Source and Limited Supply Channel Negotiations
Cross-Cultural Negotiations
Dealing with Difficult, Emotional and Hostile Negotiators
Team Negotiations
Power and the Not So Powerful
Internal Negotiations
Negotiating Styles Assessment

Participants leave the workshop with:

- Five step process that provides a disciplined and creative approach to negotiations to ensure predictable and repeatable results that deliver on desired outcomes.
- 22 *Best Negotiating Practices* that provide new skills and behaviors for use in formal and informal negotiations (from planning to bargaining to gaining commitment and ensuring compliance).
- An understanding of the relevance of common tactics to collaborative negotiations: how to recognize them, when it is appropriate to use them, and how to defend against them.
- Critical success factors to create and capture more value in negotiations while building trust.

Best Negotiating Practices® — **Advanced Curriculum for** **Experienced Negotiators**

Watershed's advanced course provides the opportunity for *proficient* negotiators to make behavioral changes that increase their performance value.

Experienced negotiators develop successful strategies and behaviors, and thereafter typically operate in a comfort zone. They know what works and what doesn't, but they don't always know the "why" — why what I did or didn't do hurt or helped. This workshop targets the participants' perceived strengths and



supports experimentation to discover the "why", thus prompting them to adapt more effective behaviors in their negotiations.

We take participants where we find them and raise them to the next level.

- Identification of participants' strengths and challenges
- Pre-workshop activities that require reflection and assessment
- Workshop modules that address participants' challenges and skill development needs
- Small group exercises include role plays, movie clip debriefs, and optional video taping
- Post-workshop team and individualized coaching



Watershed's blend of content delivered in an entertaining way wins accolades from participants and their agencies.

Best Negotiating Practices® — Web seminar series

Designed to meet the needs of a specific agency, the *Best Negotiating Practices®* web seminars delve deep into critical skill areas and topics of unique interest to your negotiators. (delivered in 50 to 90 minute modules.)

Web seminars are effective

- To refresh class-room learning and skills
- For deep exploration of the nuances around a negotiation topic and strategy
- To reach geographically dispersed audiences, and
- For groups with limited time for full-day workshops

Labor Category

Senior Consultant - Experience: Ten years experience in successful efforts involving any combination of the following: Group collaboration/problem-solving, conflict resolution, focused decision-making, strategic, business and action planning, high performance work systems, leadership systems, performance measures/indicators, process and productivity improvement, organizational assessments, program evaluations, team facilitation/development.

Consultant - Experience: Five years experience in successful efforts involving any combination of the following: Group collaboration/problem-solving, conflict resolution, focused decision-making, strategic, business and action planning, high performance work systems, leadership systems, performance measures/indicators, process and productivity improvement, organizational assessments, program evaluations, team facilitation/development.

Labor Category (continued)

Project Manager - Experience: Eight years of directly related management experience in successful efforts involving any combination of the following: project management, project resource allocation, milestone and activity scheduling, project oversight and adjustment, program integration and successfully meeting project exit criteria.

Senior Training Specialist - Experience: Five years experience in successful efforts involving any combination of the following: training analysis and design, computer based training/instruction, interactive training services, advanced presentation media development, computer-based assessment/survey instrument development, satellite/web-based broadcast media, development and implementation support, graphics illustration/design, documentation development and analysis.

Training Specialist - Experience: Two years experience in successful efforts involving any combination of the following: training analysis and design, computer based training/instruction, interactive training services, advanced presentation media development, computer-based assessment/survey instrument development, satellite/web-based broadcast media, development and implementation support, graphics illustration/design, documentation development and analysis.

Project Support Specialist - Experience: Four years related experience in successful efforts involving any combination of the following: report writing, logistical meetings/conference support, data/records management, database administration, graphics illustration, documentation maintenance, or administrative support.

Senior Analyst - Experience: Six years of professional experience involving any combination of the following: process analysis, organizational assessments, program audits and evaluations, planning survey design, data collection methodology, sampling/survey development, survey database administration, pretest/pilot surveying, assessing reliability and validity of data, analyses of quantitative and qualitative survey data, and production of survey reports.

Analyst - Experience: one years of professional experience involving any combination of the following: process analysis, organizational assessments, program audits and evaluations, planning survey design, data collection methodology, sampling/survey development, survey database administration, pretest/pilot surveying, assessing reliability and validity of data, analyses of quantitative and qualitative survey data, and production of survey reports.

Junior Analyst - Experience: Two years of professional experience involving any combination of the following: process analysis, organizational assessments, program audits and evaluations, planning survey design, data collection methodology, sampling/survey development, survey database administration, pretest/pilot surveying, assessing reliability and validity of data, analyses of quantitative and qualitative survey data, and production of survey reports.

Administrative Specialist - Experience: Two years related experience in successful efforts involving any combination of the following: logistical meetings/conference support, data/records management, graphics illustration, documentation maintenance, or administrative support.

General Contract Ordering Information

(GSA PSS Listing)

Contract Information

How to order

1. To place an order directly with Watershed Associates, call **Marianne Eby, 202-244-9220, ext 4.**
2. To place an order through GSA Advantage:
 - Go to <http://www.gsaadvantage.gov> on your Internet browser.
 - Login and enter Watershed Associates in the search window.
 - Select e-buy and a request a quote.
 - GSA Advantage will walk the customer through preparing a Statement of Work, a Purchase Requisition/Statement of Work, a Purchase Requisition, Request for Quotation (RFQ), and firm selection based on best value.

More information on PSS is available from GSA at: <http://www.gsa.gov>

For more information about Watershed Associates and our services, you can visit us on the web at www.BestNegotiatingPractices.com.

1. Special Item Number:

- 874-1 Integrated Consultation Services
- 874-4 Training Services: Instructor Led Training, Web Based Training and Education Courses, Course Development and Test Admin., Learning Management, Internships
- 100-03 Ancillary Supplies and/or Services
- 874-1RC Integrated Consultation Services
- 874-4RC Training Services: Instructor Led Training, Web Based Training and Education Courses, Course Development and Test Admin., Learning Management, Internships
- 100-03 Ancillary Supplies and/or Services

2. **Maximum order:** \$1,000,000. Requirements exceeding the maximum order may be handled pursuant to clause I-FSS-125.

3. **Minimum order:** \$100.

4. **Geographic coverage:** Domestic and Overseas.

5. **Point of production:** P.O. Box 11080, Washington, DC 20008

6. **Discount from list prices or statement of net price:** Government net prices. Please see price attachment.

7. **Quantity discounts:** Call

8. **Prompt payment terms:** Net 30 days.

- 9a. **Government commercial credit card:** Government purchase cards are accepted.

- 9b. **Discount for payment by government commercial credit card:** None

10. **Foreign items:** None

- 11a. **Time of delivery:** Time of delivery is specified in negotiated delivery/task orders.

- 11b. **Expedited delivery:** Items available for expedited delivery are noted in this price list.

- 11c. **Overnight and 2-day delivery:** Overnight and two day delivery are not available.

- 11d. **Urgent Requirements:** not available.

12. **F.O.B. Point:** Destination

13. **Ordering address:**

Watershed Associates, Inc.
3430 Connecticut Ave., NW
Suite 11080

Washington, DC 20008

Attention: Marianne Eby

Phone: 202-244-9220 ext. 4

Fax: 202-362-8817

Email: meby@watershedassociates.com

14. **Payment address:**

Watershed Associates, Inc.
3430 Connecticut Ave., NW
Suite 11080

Washington, DC 20008

15. **Warranty provision:** Provision for any appropriate and applicable warranties shall be specifically identified in individual orders. Such warranties are subject to the negotiation between the ordering agencies and the contractor.

16. **Export packaging charges:** Not applicable.



- 17. **Terms and conditions of government purchase credit card acceptance:**
Watershed Associates accepts government purchase cards in accordance with government purchase card program guidelines. We accept Visa and MasterCard.
- 18. **Terms and condition of rental, maintenance and repair:** not applicable
- 19. **Terms and conditions of installation:** not applicable.
- 20. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices:** not applicable.
- 20a. **Terms and conditions of any other services:** not applicable.
- 21. **List of service and distribution points:** not applicable.
- 22. **List of participating dealers:** not applicable.
- 23. **Preventive maintenance:** not applicable.
- 24a. **Environmental attributes:** not applicable.
- 24b. **Section 508 compliance:** not applicable.

- 25. **Data Universal Number System (DUNS) number:** 02-3671998
- 26. **Notification regarding registration in System for Award Management (SAM):** Registered

The **Service Contract Act (SCA)** is applicable to this contract as it applies to the entire PSS Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable wage determination number. Failure to do so may result in cancellation of the contract.

Important Numbers:

Federal Employer Identification Number:
52-2041600

DUNS Number: 02-3671998

GSA Contract Number:
GS-10F-0093P

Business Size: Small, women-owned

//This course helped in three areas of hauler negotiations in Zambia, Nigeria and South Africa by ... allowing us to ascertain that whilst the money was important to them...a 12 month contract extension was the win-win outcome. In the second instance our team went into a 10.5 hour marathon session ... (unhurried and extremely well prepared) to negotiate a million dollar claim...and settled at our goal of a few hundred thousand with handshakes and smiles. For me it was a privilege to see the lessons being applied, a structured format followed, and a real sense of confidence...and I was proud of the team, as I guess you might be.//

— Chevron Fleet Coordinator

World Wide Web:

www.WatershedAssociates.com



Price List

Training services: Tailored off-the-Shelf (TOTS) negotiation workshops

PSS SIN 874-4

Tailored-off-the-shelf negotiation workshops, all firm-fixed-fee prices include: the facilitator, preparation and interviews of stakeholders and subject matter experts, work-aids, standard role-plays, tailored role-plays (based on one out of the hundreds in Watershed's inventory), a copy of the *Negotiator's Reference Guide* for each participant, and travel time. Travel and living expenses are additional; coach airfare for domestic travel, and business class for any travel over six hours. The Government will provide site/facility and audio/visual equipment (LCD projector, PC speakers and flip charts). If desired, Watershed Associates can provide site/facility A/V and charge the Government actual expenses plus 20 hours at the Administrator skill category rate.

DESCRIPTION	PART NUMBER	GOVERNMENT PRICING
NORTH AMERICAN SITES		
Best Negotiating Practices, 1-day workshop, up to 18 participants, North American locations	BNP-1day	\$6,657.28 plus travel
Best Negotiating Practices, 2-day workshop, up to 18 participants, North American locations	BNP-2day	\$10,674.72 plus travel
Additional participants 1-day workshop	Extra-1day	\$239.68
Additional participants 2-day workshop	Extra-2day	\$348.32
INTERNATIONAL SITES		
Best Negotiating Practices 1-day workshop, up to 22 participants, International locations	I-BNP-1day	\$8,914.08 plus travel
Best Negotiating Practices 2-day workshop, up to 22 participants, International locations	I-BNP-2day	\$13,427.68 plus travel
Additional participants 1-day workshop	Extra-1day	\$239.68
Additional participants 2-day workshop	Extra-2day	\$348.32

//I want to thank you again for doing such a nice job with the two-day program that you ran here at Bristol-Myers Squibb. Today I reached a major milestone. I received confirmation this afternoon of a successful negotiation that brings my savings past the \$1,000,000 mark!! All by using the techniques you demonstrated so well for us.//

— Bristol-Myers Squibb Sourcing Manager

//The instructor was a very effective facilitator. Her knowledge and skills in negotiation are outstanding. The workshop was very helpful by providing a framework for win-win negotiations, regardless of the industry you work in.//

— Novartis Medical Nutrition
Vice President National Accounts

Consulting and facilitation services

PSS SIN 874-1

All of Watershed Associates' projects and custom negotiation workshops are quoted on a project-fee/fixed-fee basis. The below labor rates are used to construct all project fees.

LABOR/SKILL CATEGORY	GOVERNMENT Hourly rate	GOVERNMENT Daily rate
Consultant	\$201.50	\$1612.00
Senior Consultant	\$261.95	\$2095.60
Training Specialist	\$123.75	\$990.00
Senior Training Specialist	\$151.25	\$1210.00
Junior Analyst	\$93.75	\$750.00
Analyst	\$131.25	\$1050.00
Senior Analyst	\$168.75	\$1350.00
Project Manager	\$206.25	\$1650.00
Support Specialist	\$71.25	\$570.00
Administrator	\$52.39	\$419.12

Support products: based on fixed unit price

PSS SIN 100-03

Postage and handling are not included in pricing. The government will be billed for actual postage expenses only.

DESCRIPTION	PART NUMBER	UNIT OF ISSUE	TIME OF DELIVERY ARO	GOVERNMENT PRICING
Negotiators Reference Guide	BNP-guide	each	15 days	\$38.02
Negotiators work aids-set	WORKAID	each	15 days	\$7.62
Conflict mode instrument	CMI	each	15 days	\$18.34



Results: Client Feedback

// Thank you for opening my eyes to the world of negotiating... I have used your tips and rules numerous times since then and have definitely come out better... I have been able to get vendors to send needed products much quicker, and sometimes cheaper than stated in their catalogues. It has helped me get my job done quicker and much more efficiently. //

— Lockheed Martin Defense Systems
Engineer and Project Lead

"I have a better understanding now of both sides, and strategy for each. The practical experience was very useful. Loved the movie clips. The instructor was outstanding ...very personable and energetic. Very knowledgeable of subject. I would highly recommend the course ...Best negotiating class by far."

— Halliburton Energy Services Director of Performance Management Supply Chain

"Excellent presentation style, concise and clear content. Learned a great deal."

— FBI Program Manager

"The information will help me better develop my leadership and project management skills. This course is a must for anyone who is serious about professional and personal development."

— United Negro College Fund Special Programs, Manager of Infrastructure Building

"Great one-day negotiating course. Very enthusiastic speakers with thoughtful insights. Take home materials very nice!"

— Department of Justice Antitrust Division Attorney

"This workshop is guaranteed to drive more productivity within our business. Great use of visual aids to complement the written materials. Enjoyed the movie clips. Will send all strategic sourcing managers to seminar and raise their (productivity) objective."

— Newell Rubbermaid VP Sourcing

// I work with a difficult customer and negotiations are trying, difficult and no fun. I will use this workshop to improve relations, to understand their tricks of the trade and how to use this for a better win-win in negotiations. //

— Northrop Grumman Program Manager

Results



BEST NEGOTIATING PRACTICES®

Watershed Associates, Inc.
3430 Connecticut Ave., NW
Suite 11080
Washington, DC 20008-0280
USA

1.202.244.9220

www.WatershedAssociates.com